

**6/14/07**

Members Present: Jason Collis - Chairman, Clarey Rudd, - Secretary, Jack Carter, Christy Weir, Jerry Breiner, Seana Weaver, Ed Warren, Mark Hartley, Dan Frederickson, Jim Luttjohann, Chris Bennett and Gregory Smith.

Members absent: Rick Stewart, Glenda Lewis, and Zoe Taylor.

Also present: Robin Elander, City of Ventura Cultural Affairs, Debora Schreiber, Kalorama Coalition, Quinn Fenwick, VPD, Elena Brokaw, City of Ventura Community Services Director, Judy Devine, City of Ventura, Dave Armstrong, City of Ventura, Alex Schneider, City of Ventura, Chris Palmieri, City of Ventura, Alex Olsen, Jill Martinez, Jeannette Duncan and Hilda Kilpatrick, Ventura Visitors & Convention Bureau.

The meeting was called to order at 9:05a.m.

1. Introduction of guests:

Jason Collis introduced Elena Brokaw, City of Ventura Community Services Director, Judy Devine, City of Ventura, Alex Schneider, City of Ventura, Chris Palmieri, City of Ventura, Alex Olsen, Becker Group, Jill Martinez & Jeanette Duncan, People's Self Help Housing.

2. Approval of Board of Directors Meeting Minutes, May 30, 2007: Jason Collis - Dan Frederickson noted that Sid White is not part of the Advisory Board. A motion was made by Ed Warren to approve the Board of Directors Meeting Minutes of May 30, 2007 as amended and was seconded by Christy Weir.

3. Judy Devine, City of Ventura Recreational Director - Possible Programming in Downtown Parks:

Judy Devine distributed a copy of My Ventura publication that is printed 3 times a year with classes and activities.

Elena Brokaw commented that the Parks Vision Strategy Vision Draft will be ready in June 2008. The draft is about what type of parks we want and about activating current parks.

Jim Luttjohann presented a list of possibilities that included:

Facilities:

- o Basketball Courts
- o Volleyball Courts
- o Giant Chess/Checker sets
- o Playground Equipment
- o Plant tagging for horticultural interests, supported by walking tour
- o Improve acoustics of bandstand in Plaza park, so that music organizations will want to use it.

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Events:

- o Add to C.A. Facilities grants

- o Tai Chi
- o Yoga
- o Croquet matches
- o Surf Lessons (dry)
- o Frisbee contests
- o Dog Show for kids
- o Noon concerts
- o Improv, Comedy, theater previews @ noon
- o Visual Arts exhibits rotating by Buena, Union, Art City, Bell and Stoneworks.
- o Carnivals in conjunction with B & G Club, Soroptimists, PTAs etc...
- o Open Mic Poetry Slams
- o Club events like plant sales
- o Nonprofit events like tamale fest
- o 4th graders @ mission, picnic in the park program with local restaurants reflecting Chumash and Spanish colonial heritage.
- o Kids n arts. Painting lessons, adobe making in the park
- o Gourmet picnics in the park-Live music or theater, preorder meals from xyz restaurants, valet parking, waiters deliver food to your designated picnic spot. Photo with Yogi and BooBoo.
- o China Alley Day. History, culture, dance food and art of local Chinese families.
- Other:
  - o Solicit YMCA, B & G Club and others to hold events in the parks.
  - o Sprinklers during the day.

Jason Collis asked what can be done now to create something soon. Elena Brokaw said there is no quick answer, except to open up for private partnerships.

Seana Weaver said they are looking for adult partnerships, focus on adult things to do at lunch time.

Jeanette Duncan mentioned bringing art classes to the Mission Park.

Dan Frederickson mentioned that Figueroa Plaza would be an excellent place for artists to set-up like Santa Barbara's art exhibit during the weekends.

4. Chris Palmieri, City of Ventura: Seana Weaver commented that she has used Glen Sheeler to clean her storefront. The cost is \$15K each time. After some discussion the board agreed that the DVO should request a quote to clean Main Street and four of the major streets. Jerry Breiner commented that there is a need to address the trash issue and that businesses need to have trash containers, now the restaurants are the only ones that need to have containers. He mentioned the need to have a "Trash Plan". Robin Elander suggested having a meeting with all the parties involved so they get to know exactly their boundaries. Dan Frederickson suggested having an organization chart with all the contractors and responsibilities.

5. Presentation by Clarey Rudd, on the Erle Stanley Gardner Museum: Clarey Rudd distributed a letter announcing the new home of the Erle Stanley Gardner Museum will be at the Bank of Books in Downtown Ventura. The Museum is requesting a one-time individual support to help complete the three rooms needed for housing the many historic items. Levels available are Bronze \$500 or more, Silver \$2,500 or more and Gold \$5,000 or more.

6. Retail Strategy Presentation: Seana Weaver reported that five people will be part of the Retail Strategy Committee. The first meeting will be on Tuesday June 19th at 10am at Weaver Wines.

7. Board Business:

a. Financial Committee Report:

- Status on 501c3 application: Greg Smith reported there is no response to our application yet.

- Greg Smith reported the current cash balance in the bank is \$642.00 and \$11,000 on the bridge loan. He mentioned there will be a Financial Committee Meeting on Monday, June 18th at 9am at Nona's Courtyard Café.

b. Promotions Committee Report: Seana Weaver reported the Promotions Committee will meet on Monday, June 18th at 4pm at Weaver Wines. Media will be in attendance.

c. D.O.T. Committee Report: Jerry Breiner reported the D.O.T. Committee met on May 21st and talked about the railroad trestle and what can be done to improve its condition. Quinn Fenwick reported that Christy Weir is contacting Caltrans and Union Pacific and will request to have the railroad trestle painted. Anti-graffiti coat will be applied.

Jerry Breiner commented that the D.O.T. also discussed the installation of cameras in public places. Santa Barbara has put cameras in problem areas and there has been a huge improvement. Quinn Fenwick offered to put together workshop about the book "The High Price of Free Parking". Christy Wier reported that the City will start implementing paid parking in March 2008.

d. Organization Committee Report: Jason Collis

o Update on Hiring Status of Robert Edwards for the Executive Director Position: Clarey Rudd reported that Robert Edwards has accepted the position of Executive Director. Contract is being written and will meet with lawyer today. Background and drug tests are been done. Robert Edward should start working on July 1, 2007.

8. Open Forum Questions/Comments From Guests:

- Jack Carter commented that since the start of this organization there have been three main issues, that are to be solved yet: 1) bathrooms; 2) lighting in parks; and, 3) parking. He mentioned that the DVO needs to address those issues to bring more customers and visitors to Downtown. He also suggested talking about these issues at the next D.O.T. Meeting.

- Jerry Breiner requested DVO to buy the book "211" for DVO's use. A motion to authorize Jerry Breiner to buy the 211 book was made by Clarey Rudd and seconded by Ed Warren. Motion passed.

The meeting was adjourned at 10:55 am.